

POLICY NAME: Festivals and Events (Commercial) - Sponsorship Program

POLICY REF: F05B

MEETING ADOPTED: 26 March 2020
Resolution No. 260320/17

POLICY HISTORY: 270717/18



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1 OBJECTIVE

Ballina Shire Council values the importance of local festivals and events that aim to showcase the rich cultural diversity and history of our local community, while delivering economic, social and environmental benefits.

The objective of this policy is to enable Council to support festivals and events proposed by commercial organisations that deliver these aims.

In doing so, this policy seeks to:

- a) ensure that an open and transparent decision making process is in place for requests for support from Council
- b) provide an accessible and equitable process for commercial organisations seeking Council financial support
- c) identify and support the shire's festivals and events
- d) enhance the attractiveness of Ballina Shire as a destination known for festivals and events
- e) obtain value and leverage from Council's investment in festivals and events
- f) offer opportunities to support of all types of festivals and events, not just civic events or those conducted by not for profit community based groups and
- g) ensure a safe event for the community.

2 POLICY

2.1 General Principles

- a) Council will consider providing sponsorship (i.e. financial support) for festivals and events that may not be coordinated by community groups; (i.e. may have a commercial focus with an aim to generate a profit for the organiser) due to the broader benefits that festivals and events can bring to the community. Eligible organisations for this program must be incorporated
- b) Council may provide in its annual Operational Plan a funding allocation to support this policy
- c) Funding will be allocated at the discretion of Council. No application is guaranteed funding support, or that the full amount requested will be provided
- d) Funding in one year will not preclude or guarantee funding in the future
- e) Council will continue to support local community events through the Festival and Events (Community) – Sponsorship Program Policy, along with specific civic events such as the Australia Day celebrations
- f) The festival or event must be accepted by Council as a significant festival or event as per the contents of this policy

- g) To be eligible for support, the total cost of the festival or event must be estimated at over \$25,000 (ex GST), excluding Council's contribution.
- h) Funding from Council will typically be provided for the following items:
 - i) Waste Management
 - ii) Traffic Management
 - iii) Equipment Hire
 - iv) Promotion and marketing
 - v) Insurance
 - vi) Venue Hire
 - vii) Fees for specialised services
- i) Funding will not be provided for the following:
 - i) Capital expenditure
 - ii) Ongoing operations/administrative costs not directly related to the festival or event
 - iii) Retrospective projects
 - iv) Wages
 - v) Donations
- j) In recognition of sponsorship being provided, Council will seek a return on the funds provided, through the satisfactory recognition of Council's sponsorship in media, marketing and other material relevant to the event. The General Manager (or delegate) has the authority to determine the level of satisfactory recognition.

2.2 Process

- a) Council will determine, annually, whether and how much funding is allocated for the implementation of this policy in the Long Term Financial Plan.
- b) Subject to funds being provided in point a) expressions of interest (EOI) will be invited for funding under this policy, at a time that allows event organisers sufficient lead time for planning and marketing their events, once the determination of the funding allocation is confirmed by Council. Submissions must be completed on the application form provided by Council.

Typically this EOI process will occur during October to December, prior to the financial year where the funding is allocated.

- c) All responses to the EOI process will be reported to the elected Council to determine the allocation of the funding. The outcomes will be reported back to all applicants in a timely manner.

- d) The funding approved by Council, in part or in full, will only be provided to the successful organisation, as eligible expenditure is incurred. A minimum of 25% of the funding approved will be retained until an acquittal is provided to Council's satisfaction.
- e) Council will require an acquittal of how the Council funds have been expended at the conclusion of the festival or event. This acquittal must also outline any other relevant information, such as attendance numbers, as determined by the General Manager (or delegate).
- f) Applications received from organisations following completion of the annual Operational Plan process will be informed of Council's policy and invited to apply in the following year.

2.3 Eligibility

2.3.1 The Applicant

- a) The applicant must have demonstrated capacity and experience to manage a festival or event
- b) The event must cater to residents and community in the Ballina Shire
- c) The event must occur within the Ballina Shire
- d) The applicant must, as a minimum, match Council's contribution with cash
- e) The event needs to demonstrate substantial economic benefits, such as increased visitor spending, encouraging the uptake of overnight accommodation as well as partnering with local businesses to stimulate local business activity and/or employment
- f) The event must offer value for money, taking into consideration Council's contribution as a percentage of the total event budget and the number of people who are anticipated to attend the event
- g) Events are encouraged to be held outside the peak visitor / holiday season (for example December and January)
- h) If the applicant has received previous support from Council, all acquittals required by Council must have been completed.
- i) The application must be supported by a business plan to Council's satisfaction.

2.3.2 Community Strategic Plan and Delivery Program

The festival or event must contribute to the Ballina Shire Community Strategic Plan and support the Delivery Program by:

- a) providing a public and social benefit
- b) meeting an identified need and/or develop community strengths
- c) being innovative and relevant for the target audience

- d) making a positive contribution to the economy and
- e) limiting adverse environmental impacts.

3 BACKGROUND

In 2010 Council adopted a policy to provide financial support to assist community groups deliver festivals and events in the Ballina Shire.

Since inception this program proved very successful resulting in the allocated funding rapidly increasing, along with expanding the number of festivals and events taking place.

With the success of the community group financial support program, Council recognised that there may be an opportunity to expand the financial support provided to include commercial organisations, which resulted in the formation of this policy in 2017.

4 DEFINITIONS

- Ballina Shire:** Represents the Ballina Shire local government area
- Council:** Ballina Shire Council
- Civic Events:** Events typically fully coordinated and/or funded by Ballina Shire Council such as Australia Day, Senior's Week, Youth Week and NAIDOC Week.
- Community Events:** Coordinated by community organisations, which are eligible to seek funding through Council's Festival and Events (Community) – Financial Support Program Policy.
- Donation:** Cash contribution that does not require any reciprocal benefits.
- General Manager:** The position of General Manager at Ballina Shire Council
- Significant Events:** Events that attract national participation. They must demonstrate significant economic and community benefits to the Ballina Shire. Applicants must demonstrate their proven success at hosting major events.
- Sponsorship:** Sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in kind to support an activity in return for certain specified benefits. Sponsorship does not include:
- the selling of advertising space
 - joint ventures
 - consultancies
 - grants (in regard to received sponsorship)
 - unconditional gifts, donations, bequests or endowments.

A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement (refer ICAC “Sponsorship in the Public Sector” May 2006).

5 SCOPE OF POLICY

This policy applies to:

- Council employees
- Councillors
- Business community
- Event organisers
- Consultants/Contractors

6 RELATED DOCUMENTATION

Related legislation and documentation:

- Local Government Act 1993
- ICAC - Sponsorship in the Public Sector - May 2006

Related Council policies:

- Festivals and Events (Community) - Sponsorship Program
- Donations - Financial Assistance
- Events on Public Land

7 REVIEW

This policy is to be reviewed at least every four years.